

NDEP 2010 Outreach and Promotion: At-a-Glance

QUARTER 1: JANUARY, FEBRUARY, MARCH

NDEP theme: Diabetes & family health/family history

NDEP goal: To raise awareness of family history as a risk factor for type 2 diabetes and what you can do to lower your risk.

Target audiences: People at risk for diabetes (with emphasis on African Americans), older adults at risk for diabetes and their grandchildren, and health care professionals (HCPs)

Campaign promoted: [Small Steps. Big Rewards](#)

NDEP's call to action: For more information, call 888-693-NDEP or visit www.YourDiabetesInfo.org.

Highlights of some of NDEP's promotional & outreach activities during Q1:

- Distribution of "Every Family Has Secrets! Could Diabetes Be One of Them?" feature article to media
- Distribution of "Activity Counts—For All Ages!" feature article from NDEP's Older Adults and Children's work groups to media
- Distribution/pitching of release of "risk-based" findings stemming from NDEP's 2008 survey of public attitudes to media; leverage NDEP's findings to tie in to American Diabetes Association Alert DaySM (which will be observed on March 23, 2010)
- RMT addressing "NDEP's 2008 Public Opinion Survey & Diabetes Alert Day;" suggested spokesperson: Marti Funnell. Product info to be linked:
- Collaboration with the National Kidney Disease Education Program (NKDEP) to communicate messages about diabetes and kidney disease.
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following conference: AAHPERD—Mar 16–20, 2010

Here's how you can help extend NDEP's reach during the 1st quarter:

1. Post the feature articles "[Every Family Has Secrets! Could Diabetes Be One of Them?](#)" and "[Activity Counts—For All Ages!](#)" to your organization's website, distribute via your listserv, place in your newsletter, or use social media to post messages to Facebook and Twitter.
2. Use some or all of the [NDEP materials/offerings](#) developed in support of American Diabetes Association Alert Day.
3. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or use social media:
 - "[Start now to get moving and have fun](#)"—*It's Not Too Late* tip sheet
 - "[What can I do to be more physically active?](#)"—*Tips for Teens: Lower Your Risk* tip sheet
 - "[Small steps for getting more physical activity](#)"—*Game Plan* booklet
 - [Movimiento por su vida](#) CD/DVD and [Step by Step](#) CD/DVD
 - [It's Never Too Early to Prevent Diabetes](#)—tip sheet for women with a history of gestational diabetes prevent or delay type 2 diabetes, and lower their children's risk for developing the disease.
 - [Caribbean red snapper](#)—*Mas que comida* recipe booklet
 - [Weight-Loss for Life](#) brochure—Weight-control Information Network

NDEP 2010 Outreach and Promotion: At-a-Glance

4. Join NDEP's LinkedIn group (www.Linkedin.com) to receive updates, learn what other partners are doing, and share ideas.
5. Repost, retweet, and share links to NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels.
6. Participate in NDEP's quarterly partner conference call on **March 11, 2010, from 2 p.m. – 3 p.m. EST** to discuss 1st and 2nd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
7. Look at the list of 2010 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances observed during January, February and March:
 - January and New Year's Resolutions. You don't have to knock yourself out in the New Year to prevent type 2 diabetes. Studies show that people at high risk for type 2 diabetes can prevent or delay the disease if they lose as little as 10 pounds – by walking 30 minutes 5 days a week and making healthy food choices. Small Steps can lead to big rewards! For more information, check out NDEP's [Get Real](#) tip sheet.
 - February is Black History Month. This national observance provides an opportunity to talk about African Americans' increased risk for diabetes, the importance of thinking about family history when it comes to diabetes, understanding risk factors, etc. For more information, check out NDEP's [More Than 50 Ways to Prevent Diabetes](#) tip sheet.
 - March is National Kidney Month. If you have diabetes, you could be at risk for kidney disease. Taking steps to control your diabetes NOW can help delay or prevent the development of serious health problems associated with diabetes. For more information, check out NIDDK's [Prevent Diabetes Problems: Keep Your Kidneys Healthy](#) brochure.

My organization's 1st quarter promotions (feel free to use this space to jot down ideas for Q1 promotions):

NDEP 2010 Outreach and Promotion: At-a-Glance

QUARTER 2: APRIL, MAY, JUNE

NDEP theme: Make a plan to manage your diabetes

NDEP goal: To help people with diabetes understand the seriousness of their disease, that complications can be prevented or delayed, and that managing diabetes can be easier if they set goals and make a plan

Target audiences: People with diabetes – including all ethnic groups and older adults—and HCPs

Campaign promoted: [Control Your Diabetes. For Life.](#)

NDEP's call to action: For more information, call 888-693-NDEP or visit www.YourDiabetesInfo.org.

NDEP talking points:

- Take your diabetes seriously.
- It's easier to manage your diabetes if you set goals and make a plan.
- Managing your diabetes may not be easy, but it's worth it

Highlights of some of NDEP's promotional & outreach activities during Q2:

- Distribution of *Managing Diabetes* campaign PSAs to media
- Pitching of *Managing Diabetes* campaign podcasts to media
- Pitching of NDEP gestational diabetes messages and materials to media in observance of Mother's Day and Women's Health Week. Materials include a feature article and web banner, and activities include a Radio Media Tour, NIH radio interview and "PinnPoint" podcast.
- Coordination of NIH radio interview and podcast to discuss "Managing the ABCs of Diabetes"
- Distribution of blurb promoting NDEP's HCP resources
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following HCP conferences: CDC/DDT—Apr 13–16; AACE—Apr 21–25; ACOG—15–19; AAPA—May 29–June 3; AANP—Jun 23–27; ADA—Jun 25–29

Here's how you can help extend NDEP's reach during the 2nd quarter:

1. Distribute [Managing Diabetes PSAs](#) to your local newspaper and magazines, use them in your newsletter, or send them to area churches to put in their bulletins.
2. Post a link to the [Managing Diabetes podcasts](#), and the [NIH radio interview](#) and [podcast](#) on "Managing the ABCs of Diabetes" to your website.
3. Add the [blurb on NDEP's tools for HCPs](#) to your website, newsletter, or promote via your listserv.
4. Join NDEP's LinkedIn group (www.Linkedin.com) to receive updates, learn what other partners are doing, and share ideas.
5. Repost, retweet, and share links to NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels.

NDEP 2010 Outreach and Promotion: At-a-Glance

6. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or using social media:
 - [“Manage Your Diabetes”/“Controle su diabetes”](#)—*4 Steps/4 Pasos* brochure
 - [“Work with your health care team to create a plan to help you reach your self-care goals”](#)—*Tips to Help You Stay Healthy* tip sheet
 - [“Let’s Make a Plan”/“Hagamosun Plan”](#) ADA’s “A Guide to Changing Habits”/“Guiapara Cambiar Habitos”
 - [“Take action now”](#)—*Take Care of Your Heart* tip sheet
 - [It’s Never Too Early to Prevent Diabetes](#) – tip sheet for women with a history of gestational diabetes prevent or delay type 2 diabetes, and lower their children’s risk for developing the disease.
 - [“Avocado Tacos”](#)—*Mas que comida* recipe booklet
 - [“4-Step Action Plan”/“Cuatro pasos que le ayudaran”](#) *Tips to Help You Stay Healthy/4 Pasos para mantenerse saludable* tip sheet
 - [“What are the ABCs of Diabetes?”/“Estis factores clave son”](#) — *Power to Control/El Poder de Controlar* brochure
7. Participate in NDEP’s quarterly partner conference call on **May 13, 2010, from 2 p.m. – 3 p.m. EST** to discuss 3rd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. For more information contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
8. Look at the list of 2010 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances observed during April, May, and June:
 - [April is Foot Health Awareness Month](#). People with diabetes can develop many different foot problems. Even ordinary problems can get worse and lead to serious complications...nerve damage associated with diabetes, importance of checking your feet. For more information, check out NDEP’s [Take Care of Your Feet for a Lifetime](#) brochure.
 - [May is Older Americans Month](#). If you are one of the more than 12 million adults age 60 and older with diabetes in the United States or know an older adult with diabetes, the power to control diabetes is in your hands! For more information, check out NDEP’s [The Power to Control Diabetes is in Your Hands Community Outreach Kit](#), [The Power to Control Diabetes Is in Your Hands](#) brochure, and [It’s Not Too Late to Prevent Diabetes](#) tip sheet.
 - [May is Healthy Vision Month](#). Use the ABCs of diabetes to emphasize the importance of good blood glucose control to prevent diabetes-related vision problems. Reinforce the importance of regular eye exams for people with diabetes. For more information, check out the [National Eye Institute’s Publications Catalogue](#), and NDEP’s [Working Together to Manage Diabetes: A Guide for Pharmacists, Podiatrists, Optometrists, and Dental Professionals](#).
 - [May 9 is Mother’s Day and May 9-14th is Women’s Health Week](#). Opportunity to talk about pregnancy and diabetes. Offer tips about the need to manage diabetes and the

NDEP 2010 Outreach and Promotion: At-a-Glance

- need for planned pregnancies for women with diabetes; offer tips for women with a history of gestational diabetes to prevent or delay type 2 diabetes, and lower their children's risk for developing the disease. For more information, check out NDEP's [*It's Never Too Early to Prevent Diabetes*](#) tip sheet.
- May is Asian-Pacific American Heritage Month. Use the following resources in your community to spread diabetes messages: [*Two Reasons I Find Time to Prevent Diabetes: My Future and Theirs*](#) tip sheet, [*4 Steps to Control Your Diabetes. For Life.*](#) brochure, [*Take Care of Your Heart. Manage Your Diabetes*](#) tip sheet.
- June is summer vacation and travel! The key to happy, healthy vacation with diabetes is good planning. Remember... diabetes doesn't take a vacation. For more information, check out NIDDK's [*Your Guide to Type 1 and Type 2 Diabetes: Taking Care of Your Diabetes During Special Times.*](#)

My organization's 2nd quarter promotions (feel free to use this space to jot down ideas for Q2 promotions):

NDEP 2010 Outreach and Promotion: At-a-Glance

QUARTER 3: JULY, AUGUST, SEPTEMBER

NDEP theme: Diabetes control & lowering the risk in youth: “It takes a village”

NDEP goal: To reach youth and young adults with and at risk for diabetes (and their supporters) with important information about managing their diabetes or lowering their risk

Target audiences: Community groups working with families, Hispanic/Latino youth and their families, school personnel, youth with diabetes transitioning from pediatric to adult care and their families, pediatric and adult medicine HCPs, and youth at risk for diabetes

Campaign promoted: [Control Your Diabetes. For Life.](#) & [Small Steps. Big Rewards](#) / [Lower Your Risk for Diabetes](#)

NDEP’s call to action: For more information, call 888-693-NDEP or visit www.YourDiabetesInfo.org.

NDEP talking points:

- About 186,300 (or 0.22%) of young people under age 20 have diabetes in the United States.
- If present trends continue, 1 in 3 children born today will develop diabetes in their lifetime.
- Type 2 diabetes, although still rare in young people, is being diagnosed more frequently in children and adolescents.
- Children and teens at risk for diabetes can lower their risk by making healthy food choices and being more physically active.
- When children and adolescents who have diabetes take care of it, they can avoid serious complications.
- When it comes to ensuring the safety of a child at school, it’s important for parents to work with school personnel to make sure that the school understands and can implement their child’s diabetes care plan.
- Teens and young adults with diabetes and their families face unique challenges when transitioning from pediatric to adult health care.

Highlights of some of NDEP’s promotional & outreach activities during Q3:

- Coordination of radio media tour in Spanish to discuss “The Prevalence of Type 2 Diabetes Among Hispanic/Latino Teens”
- Distribution of tips on how children can lower their risk for type 2 diabetes to media
- Distribution of *School Guide* product announcement and blurb to media
- Promotion of NDEP’s [Transition from Pediatric to Adult Care tool](#)
- Development of HCP media article about implementing multidisciplinary team care for people with diabetes in clinical settings
- Utilization of social media via NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP’s exhibit at the following HCP conferences: AADE—Aug 4–7; AAFP—Sept 29–Oct 2

Here’s how you can help extend NDEP’s reach during the 3rd quarter:

1. Post the [School Guide product announcement](#) and [Transition from Pediatric to Adult Care tool](#) on your organization’s website, distribute via your listserv, place in your newsletter, or use social media to post messages on Facebook or Twitter.
2. Use some or all of the NDEP products below to support these promotions by distributing at

NDEP 2010 Outreach and Promotion: At-a-Glance

health fairs, conferences, or educational sessions, or using social media:

- [Bilingual Tips for Teens](#) tip sheet series
- “[Keep on the go](#)”—*Tips for Kids: How to Lower Your Risk* tip sheet
- [School Guide](#)
- [Transition from Pediatric to Adult Care tool](#) and [slide set](#)
- [NDEP’s materials for youth](#)
- [Support for Behavior Change Resource tool](#)
- [Movimiento por su vida](#) CD/DVD and [Step by Step](#) CD/DVD
- [Team Care](#)
- [Move It! And Reduce Your Risk of Diabetes](#) – school kit that can be promoted to encourage physical activity among youth.

3. Join NDEP’s LinkedIn group (www.Linkedin.com) to receive updates, learn what other partners are doing, and share ideas.
4. Repost, retweet, and share links to NDEP’s [Facebook](#), [Twitter](#), and [YouTube](#) channels..
5. Participate in NDEP’s quarterly partner conference call to discuss 3rd quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
6. Look at the list of 2010 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances observed during July, August, and September:
 - [July and summer picnics](#). Summer is prime time for family reunions. Talk about the importance of discussing the risks associated with diabetes, in addition to talking about family history of diabetes at reunions throughout the summer. Also, share tasty and diabetes-friendly recipes for summer menus. For more information, check out NDEP’s [Mas que comida](#) recipe booklet.
 - [August is the time to think about back to school](#). Is your child with diabetes safe in school or transitioning to college? NDEP has resources to help. For more information, check out NDEP’s new [School Guide](#) and [Transition from Pediatric to Adult Care](#) resource and [slide set](#).
 - [September is Hispanic Heritage Month](#). Diabetes is an urgent health problem in the Latino community. Their rates of diabetes are almost double those of non-Latino whites. For more information, check out NDEP’s [Paso a Paso](#) tip sheet.

NDEP 2010 Outreach and Promotion: At-a-Glance

My organization's 3rd quarter promotions (feel free to use this space to jot down ideas for Q3 promotions):

NDEP 2010 Outreach and Promotion: At-a-Glance

QUARTER 4: OCTOBER, NOVEMBER*, DECEMBER

NDEP theme: Know your risk for type 2 diabetes

NDEP goal: To raise awareness of type 2 diabetes risk among high-risk populations and general awareness of the risk factors for the development of the disease.

Target audiences: People at risk for diabetes: Hispanics/Latinos, African Americans, American Indian & Alaska Natives, and Asian Americans & Pacific Islanders; HCPs; and youth at risk for diabetes

Campaign promoted: [Small Steps. Big Rewards](#) / [Lower the Risk for Diabetes](#)

NDEP's call to action: For more information, call 888-693-NDEP or visit www.YourDiabetesInfo.org.

Please note: Coming Soon! *November is National Diabetes Awareness Month. Stay tuned for more information about NDEP's promotional plans for Diabetes Month and what you can do.*

Highlights of some of NDEP's promotional & outreach activities during Q4:

- Coordination of radio media tour to discuss "Type 2 Diabetes Warning Signs;" tie into International Diabetes Federation's World Diabetes Day
- Distribution of *Game Plan* at-risk weight charts and print PSAs for high-risk ethnic groups to media
- Pitching of "Three Reasons to be Checked for Diabetes" to media
- Development of HCP media article outlining steps HCPs can take to help American Indian & Alaska Natives understand and lower their risk for diabetes
- Utilization of social media via NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels to support NDEP messaging (as appropriate) throughout the quarter
- Look for NDEP's exhibit at the following HCP conferences: AAP—Oct 2–5; ADietA—Nov 6–9

Here's how you can help extend NDEP's reach during the 4th quarter:

1. Post the [Game Plan at-risk weight charts](#) and print PSAs for high-risk ethnic groups on your website, in your newsletter, or use social media to post messages on Facebook or Twitter.
2. Distribute "[Three Reasons to be Checked](#)" to your local newspaper or magazine and post it on your website.
3. Use some or all of the NDEP products below to support these promotions by distributing at health fairs, conferences, or educational sessions, or using social media:
 - "[Are you at-risk checklist?](#)"—*Game Plan*
 - [Prevention tip sheets for high-risk audiences](#)
 - "[At-risk weigh charts](#)"—*Game Plan*
 - "[7 Powerful Steps You Can Take to Get Started Today](#)"—*We Have the Power* tip sheet
 - [Movimiento por su vida](#) CD/DVD and [Step by Step](#) CD/DVD
 - Chapter 4 "[Diabetes in American Indians & Alaska Natives](#)"—Association of American Indian Physicians' *Diabetes Resource Guide*
 - [It's Never Too Early to Prevent Diabetes](#) – tip sheet for women with a history of gestational diabetes prevent or delay type 2 diabetes, and lower their children's risk for developing the disease.
4. Join NDEP's LinkedIn group (www.Linkedin.com) to receive updates, learn what other partners are doing, and share ideas.

NDEP 2010 Outreach and Promotion: At-a-Glance

5. Repost, retweet, and share links to NDEP's [Facebook](#), [Twitter](#), and [YouTube](#) channels.
6. Participate in NDEP's quarterly partner conference call to discuss 4th quarter promotions and NDEP resources/tools available to assist you in your promotional efforts. This is an opportunity to ask questions and exchange ideas. All partners interested in participating are asked to contact Diane Tuncer (NIH-NDEP) at diane.tuncer@nih.gov.
7. Look at the list of 2010 National Observances (see Addendum) to see what other opportunities might exist that could lend itself to a diabetes message from your organization (on behalf of NDEP). Here are just a few examples of how your organization might be able to message around diabetes in the context of one of the many national observances observed during October, November, and December:
 - October is Family Health Month. Gestational diabetes places both the mother and offspring at increased future risk for type 2 diabetes. There are modest, but important steps that families of all ages can take to prevent or delay the onset of type 2. For more information, read NDEP's [It's Never Too Early to Prevent Diabetes](#) tip sheet.
 - November is Diabetes Month. *Stay tuned for more details about NDEP's promotions in support of Diabetes Month.*
 - November is American Indian & Alaska Native Heritage Month. In some Native American communities, one in two adults has diabetes. In addition, many children in this population are at increased risk for type 2 diabetes. For more information, read NDEP's [We have the Power to Prevent Diabetes](#) tip sheet.
 - December and the Holiday Season! The holidays are a busy time with plenty of parties and family gatherings. Meal planning for people with diabetes is very important, especially this time of the year. Consider offering up tips for healthy holiday eating options, dealing with holiday stress, and tips to stay active. For more information, check out NDEP's [Mas que comida](#) recipe booklet and [Get Real](#) tip sheet.

My organization's 4th quarter promotions (feel free to use this space to jot down ideas for Q4 promotions):

NDEP 2010 Outreach and Promotion: At-a-Glance

ADDENDUM:

2010 National Observances

The following observances may provide additional opportunities to promote a diabetes message from NDEP.

[Click here](#) to review a more comprehensive listing of National Health Observances

January	February	March	April
<ul style="list-style-type: none">New Year's resolutions/check-ups	<ul style="list-style-type: none">Valentine's Day (Feb 14)Heart MonthBlack History Month	<ul style="list-style-type: none">National Kidney MonthDiabetes Alert Day (Mar 23)National Nutrition Month	<ul style="list-style-type: none">Spring vacation/travelMinority Health MonthFoot Health Awareness MonthEmergency preparedness (hurricane/tornado season)
May	June	July	August
<ul style="list-style-type: none">Women's Health Week (May 9–14)/Mother's Day (May 9)Older Americans MonthAsian-Pacific Heritage MonthHealthy Vision Month	<ul style="list-style-type: none">Father's Day (Jun 20)Summer travel/vacations	<ul style="list-style-type: none">Vacation seasonIndependence Day (Jul 4)Family reunions (recipes, family history)	<ul style="list-style-type: none">Back to school (transition from pediatric to adult care)
September	October	November	December
<ul style="list-style-type: none">Hispanic Heritage Month (Sept. 15-Oct. 15)Healthy Aging Month	<ul style="list-style-type: none">Hispanic Heritage Month (Sept. 15-Oct. 15)Family Health Month	<ul style="list-style-type: none">Diabetes MonthWorld Diabetes Day (Nov. 14)American Indian & Alaska Native Heritage MonthThanksgiving (Family History Day)	<ul style="list-style-type: none">Holiday season: nutrition/recipes, physical activity, stress, etc.